

CREATIVE MEDIA INCORPORATED

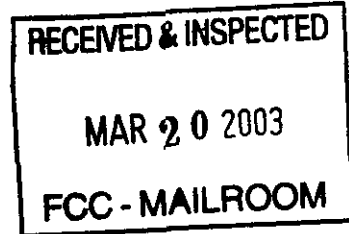
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Tuesday, March 18, 2003

**Office of the Secretary
Federal Communications Commission
445 12th Street, S.W., TW-A325
Washington, D.C. 20554**



**RE: File No. MB Docket No. 03-23
RM-10633
FM Broadcast Station, Vilonia, AR.**

**RECEIVED
MAR 21 2003
MEDIA BUREAU**

A rectangular stamp with a double border. The text inside is arranged in three lines: "RECEIVED" at the top, "MAR 21 2003" in the middle, and "MEDIA BUREAU" at the bottom.

Dear Sir:

Transmitted herewith, on behalf of Creative Media Incorporated(KASR-FM), are an original and four copies of the COMMENTS OF CREATIVE MEDIA INCORPORATED, in response to the Commission's Notice of Proposed Rulemaking regarding the allocation of Channel 224C3 to Vilonia, Arkansas.

Should further information be necessary regarding this submission, kindly communicate directly with me.

Sincerely,

A handwritten signature in cursive script that reads "Michael D. Harrison".

Michael D. Harrison

**Enclosures
Cmi/pif**

**Before The
Federal Communications Commission
Washington, D.C. 20554**

RECEIVED & INSPECTED

MAR 20 2003

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In re: Amendment of

Section 73.202(b)

Table of Allotments

FM Broadcast Station

Vilonia, AR

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File No. MB Docket No. 03-23

RM-10633

RECEIVED

MAR 21 2003

MEDIA BUREAU

To: Assistant Chief, Audio Division

Comments of Creative Media Incorporated

By Petition for Rule Making filed May 31, 2002, Creative Media

Incorporated, Licensee of KASR, requested that the Commission institute

a rule making proceeding to amend Section 73.202(b) of the

Commission's rules, the Table of FM Allotments, by allotting Channel

224C3 to Vilonia, Arkansas, as that community's first broadcast channel.

In response, the Commission released a Notice of Proposed Rule

Making("NPRM") in the above-captioned proceeding, proposing the

requested change to the Table of Allotments and soliciting the submission

of comments by March 24, 2003. CMI, hereby submits its comments in

response to the NPRM. As will be show below, the proposed rule making

is consistent with Commission policy and would advance the public

interest. Accordingly, the proposed rule making should be adopted.

I. Vilonia is a Community in Need of Broadcast Service

In its Petition for Rule Making, which is hereby incorporated by reference, CMI requested that the Table of Allotments be amended to allocate Channel 224C3 to Vilonia, Arkansas, so as to permit the provision of that community's first local aural transmission service. Vilonia, Arkansas, is an incorporated community with a population of 2,106 persons according to the 2000 U.S. census. Vilonia has its own Post Office and its own Zip Code(72173). The population of Vilonia has increased dramatically over the last decade as it has seen an increase in population from 1,133 Persons(1990) to 2,106 Persons(2000). The increase in population of 973 Persons represents an increase of 85.9%. Vilonia has a mayor and city council form of local government. Vilonia provides numerous services for its citizens such as police protection through a municipal police force and fire protection through the Hill Top Volunteer Fire Department. The police force has 6 full-time officers and the fire department has 25 firefighters. Vilonia provides municipal water and sewer services through the Vilonia Water Works Department and the Vilonia Sewer District. Economic Development is fostered through the Vilonia Area Chamber of Commerce. The City maintains a municipal site on the internet at www.vilonia.com. Educational needs for the citizens of Vilonia are provided by the Vilonia School District which operates Vilonia Elementary School, Vilonia Middle School, Vilonia Junior High School and Vilonia High School. Despite Vilonia's status, however, no broadcast facilities of any type are allocated to the community. Allocation of Channel 224C3 would remedy this deficiency.

II. Allocation of Channel 224C3 to Vilonia would Well Serve the Commission's Allocations Priorities and thus would be in the Public Interest, while Fully Abiding with the Commission's Technical Requirements.

In Amendment of the Commission's Rules Regarding Modification of FM and TV Authorization to Specify a New Community of License, 5 FCC Red 7094, 7096(1990), the Commission held that provision of first local service is the highest of the allotment priorities which remains in any significant degree unsatisfied. The allocation to Vilonia would permit Vilonia to receive its first local aural channel, thus serving this highest of allotment priorities.

III. CMI Reaffirms its Commitment to Apply for the Requested Facilities and Construct those Facilities Promptly.

In its Petition for Rule Making, CMI committed that, if the proposed amendment to the Table of Allotments were adopted, it would promptly apply for an authorization to construct the new facilities and, if it were awarded the construction permit, to construct the new facilities promptly. CMI hereby reaffirms that earlier commitment and, in accordance with paragraph 2 of the Appendix to the *NPRM*, specifically states its intention to apply for Channel 224C3 if that channel is allocated to Vilonia, and, if authorized, to promptly construct the new facilities, place the facilities in operation, and seek a license covering the construction of the facilities.

IV. Conclusion

The above facts demonstrate that the Commission's allocation criteria would be well served by the allocation of Channel 224C3 to Vilonia, Arkansas, as such allocation would provide that community with its first local broadcast transmission service of any type. In as much as the allocation to Vilonia complies with all separations requirements and would allow city grade coverage of all of Vilonia, the proposal is consistent in all respects with the Commission's rules.

Accordingly, CMI respectfully requests that the Table of FM allotments be amended as following:

Community	Present Allotment	Proposed Allotment
Vilonia, Arkansas	-----	224C3

All the Information contained in these comments are True and Accurate to the best of my Belief.

Respectfully submitted,

Creative Media Incorporated

By: Michael D. Harrison

**KASR Radio
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Conway, Arkansas
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Date: March 19, 2003